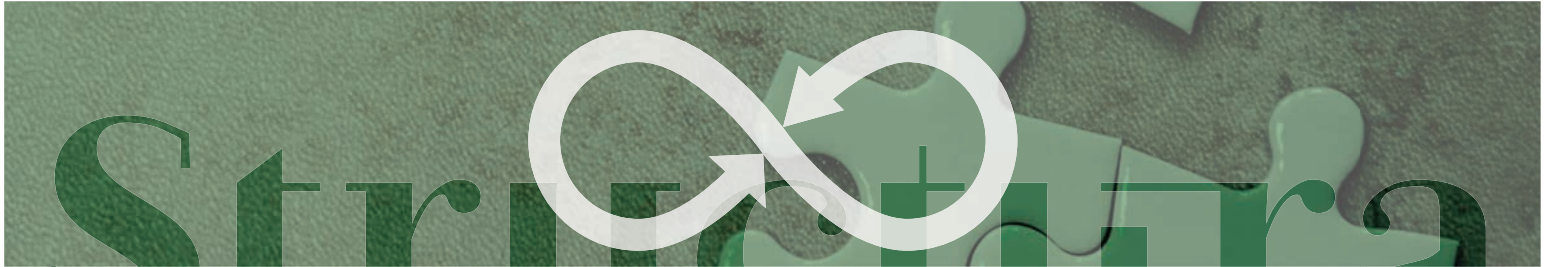


Is Agile Marketing Right For You?

Every day CMOs tackle marketing work that has radically changed in recent years. But unfortunately, they are not tackling the way they are managing that work

Agile Marketing is an approach specific to managing marketing work, guided by agile principles and techniques. Agile Marketing techniques respond to the common frustrations marketers confront as they adapt to the fundamental way that marketing has and continually must change to market conditions.



If your team is experiencing any of these pain points. An Agile Marketing approach might be a better approach:

- ▲ Often fails to deliver on time and on budget
- ▲ Feels overwhelmed
- ▲ Struggles to deliver continuous value to clients
- ▲ Is plagued by context switching, diminishing throughout
- ▲ Gets bogged down by lengthy approval processes
- ▲ Appears idle or under productive
- ▲ Seems dissatisfied or burned out
- ▲ Works in solos versus cross functional approach
- ▲ "C-Suite" interruptions diminishing ability to get work out the door
- ▲ Lacks time to spend on proactive, strategic work

To counter these problems, Agile Marketing incorporates principles inspired from methodologies used in the software development industry. Recognizing that linear, waterfall methods may fail to deliver or are just too painful and slow, Agile Marketing balances day-to-day and strategic project work by developing self-organized teams; integrating continuous collaboration between marketing and stakeholders; and adding testing with frequent iteration. To remedy marketing pain points and problems, work-in-progress thresholds and limits may be instituted, wasteful activities may be eliminated from your process, and a data-driven approach to managing marketing work may be embarked upon including the establishment of benchmarks to define success.

At Structura Strategy Group, we conduct Agile Marketing Appraisals for those exploring if and how adopting an Agile Marketing approach may be to their benefit. We also conduct immersive introductory training sessions and help to plan and manage Agile Marketing implementations.

For a realistic assessment of your team's Agile Marketing readiness, and a clearer picture of what Agile Marketing may do for you, we can help. 📞 (212) 547-9894 ✉ LetsTalk@structurastrategygroup.com